

## **Sportswear in Turkey**

Market Direction | 2024-12-13 | 18 pages | Euromonitor

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### **Report description:**

Sports footwear is in high demand for its performance and comfort and is experiencing a notable surge as more individuals opt for comfort-driven choices over formal products in their everyday use. Turkish consumers increasingly demand technology that adds value, and manufacturers will increasingly be expected to develop and introduce more technologically advanced products. The rising interest in running is driving demand for performance-oriented sportswear tailored for comfort and catering to di...

Euromonitor International's Sportswear in Turkey report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023 and analysis by distribution format allowing you to identify the sectors driving growth. It identifies the leading companies, leading brands, and offers strategic analysis of key factors influencing the market. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Sports Apparel, Sports Footwear.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Sportswear market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International  
December 2024

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